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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

- 1. (Previously presented) An electronic display device comprising:
- a polymer LED display comprising a geometrical arrangement of individually excitable polymer LEDs for forming an image and comprising electrical connections for exciting the polymer LEDs;
 - a light-absorbing filter layer covering the display; and
- a semi-transparent reflective layer covering the filter layer for transmitting light emanating from the polymer LED display and for reflecting ambient light incident on the semi-transparent reflective layer, so as to obscure the electrical connections for exciting the polymer LEDs.
- 2. (Previously presented) The electronic display device of claim 1, wherein the semi-transparent reflective layer is a reflective polarizing layer.
- 3. (Previously presented) The electronic display device of claim 1, wherein at least one of the polymer LED display, the light-absorbing filter, and the semi-transparent reflective layer is coupled via an anti-reflective coating.
- 4. (Previously presented) The electronic display device of claim 1, wherein the semitransparent reflective layer includes a dual brightness enhancement film (DBEF).
- 5. (Previously presented) An electronic appliance comprising an electronic display of claim 1.
- 6. (Previously presented) The electronic appliance of claim 5, wherein it comprises an electric shaver.

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- 7. (Previously presented) The electronic display device of claim 2, wherein at least one of the polymer LED display, the light-absorbing filter, and the semi-transparent reflective layer are coupled via an anti-reflective coating.
- 8. (Previously presented) The electronic display device of claim 7, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).
- 9. (Previously presented) The electronic display device of claim 2, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).
- 10. (Previously presented) The electronic display device of claim 3, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).
- 11. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 2.
- 12. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 3.
- 13. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 4.
- 14-15 (Canceled)
- 16. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 7.
- 17. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 8.

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- 18. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 9.
- 19. (Previously presented) An electronic appliance comprising an electronic display as claimed in claim 10.
- 20. (Previously presented) An electric shaver comprising an electronic display as claimed in claim 10.